

ORDER



Orders	Order / Rev:	104859
	Alt Order #:	06837381
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	30S
	Flight Dates:	07/30/12 - 08/06/12
	Original Date / Rev:	07/27/12 / 08/03/12
	Order Type:	GENERAL
	Primary AE:	Amy McCreary
	Sales Office:	BLPHI
	Sales Region:	National

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
	1831 Chestnut St.	
	Philadelphia, PA 19103	
	Billing Type:	Cash
	Billing Calendar:	Broadcast
	Billing Cycle:	EOM/EOC
	Agency Commission:	15%

Advertiser	Name:	Berkley Shelley for Senate	Revised
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/06/12	21	\$21,725.00	\$18,466.25		August 2012	21	\$21,725.00	\$18,466.25	0.00
						Totals	21	\$21,725.00	\$18,466.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	36%	\$21,725.00
Market	100%	\$60,347.22

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$18,104.17
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	15%	\$9,052.08
KTUD	1%	\$603.47
KVVU	15%	\$9,052.08
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$1,810.42

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	08/06/12	M-F 6-7a WakeUp w/Wagners	6-7a		M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
		Week: 07/30/12	08/05/12	M-----		1		\$700.00		0.00					

Order / Rev: 104859
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 Flight Dates: 07/30/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	08/06/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners		6-7a									1 \$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	M-----		1	\$700.00			0.00					
		Week: 08/06/12	08/12/12	-----		0	\$700.00			0.00					
E 2	KSNV	07/31/12	08/03/12	Today Show Today Show	CM	658a-9am				-TW----					2 \$1,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-TW----		2	\$1,400.00			0.00					
E 4	KSNV	08/06/12	08/06/12	M-F Early News M-F Early News	CM	5-630p				M-----					1 \$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1	\$1,000.00			0.00					
E 5	KSNV	07/30/12	08/03/12	M-F Early News M-F Early News	CM	5-630p				MTWTF--					5 \$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MTWTF--		5	\$1,000.00			0.00					
E 6	KSNV	07/30/12	08/03/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm				MTWTF--					5 \$1,100.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MTWTF--		5	\$1,100.00			0.00					
E 7	KSNV	08/06/12	08/06/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm				M-----					1 \$1,100.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1	\$1,100.00			0.00					
E 8	KSNV	08/06/12	08/06/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am				M-----					1 \$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1	\$1,000.00			0.00					
E 9	KSNV	07/30/12	08/03/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am				MTW-F--					4 \$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MTW-F--		4	\$1,000.00			0.00					
E 10	KSNV	08/04/12	08/04/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (5:00 AM-6:00 AM)				-----S-					1 \$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-		1	\$625.00			0.00					

Totals

21 \$21,725.00